



# Quick Notes

from the Idaho Office of Highway Safety

December 27, 2010

## Highway Safety Summit

April 21, 2011 – Pocatello, ID

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### General Message from the Highway Safety Manager

Hi Highway Safety Partners,

I hope that your Christmas was a festive time including friends, family, and lots of good food of course. I especially enjoyed the phone calls and emails from friends and family from afar. It was great to catch up.

My office has been working hard on our Annual Evaluation of the FFY 2010 Highway Safety Performance Plan. This document is due to NHTSA by December 30 and it is a report on what we accomplished using the 2010 funds. Annual Evaluations are available at this site - <http://www.itd.idaho.gov/ohs/programs.htm>.

In the meantime, below are just three of the highlights from the report.

- Participation in our mobilizations by local law enforcement agencies significantly increased in FFY 2009. Much of this increase can be attributed to Idaho's Law Enforcement Liaison Program which is seen as a model program for other states to consider.
- Idaho's Highway Safety Summit drew 267 attendees representing enforcement, education, engineering, and emergency response. This was our largest event ever and it continues to build commitment to traffic safety as it provides tools to attendees.
- Fatalities declined during the Federal Fiscal Year 2010 (Oct. 1, 2009 thru Sep. 30, 2010). The following is preliminary data and subject to change. However, it is clear to say that fatalities declined during the period of time that the FFY 2010 programs were being implemented. We are very pleased to report:
  - Unrestrained fatalities declined from 96 in FFY 2009, to 81 in FFY 2010.
  - Impaired driving fatalities declined from 92 in FFY 2009, to 82 in FFY 2010.
  - Speeding fatalities declined from 79 in FFY 2009, to 67 in FFY 2010.

We cannot confirm the drivers for these reductions in fatalities but we believe that our ten high visibility enforcement campaigns supported with paid media are significant contributors. Other contributors may also include; Idaho's Law Enforcement Liaison Program, commitment to Toward Zero Deaths by the Idaho Transportation Department and its many SHSP partners, Jared Olson's work as Idaho's Traffic Safety Resource Prosecutor, Idaho's Alive at 25 Program, and a poor economy. We are very pleased to see that it appears we are reducing preventable traffic deaths and serious injuries on Idaho's roads.

In closing, we are almost to the end of the year. Traffic fatalities are down in December and I hope we can finish the year without losing any additional family members. Drive safe and remind your friends and family just how important they are to you.

Mary

## **FFY 2012 Grant Letters of Intent**

The opportunity to apply for a year-long grant begins on January 3 and ends on February 18. These are for grants that start on October 1 or when we receive funding for FFY 2012. We will be sending out the information very shortly. This is not the Memorandum of Understanding process for participation in our high visibility enforcement campaigns. The grants will be funded consistent with crash data, our Highway Safety Plan, and Idaho's Strategic Highway Safety Plan. We want to get the best return on investment so we use tools these to guide funding recommendations. I encourage you to keep that in mind. If you are interested in a grant, you might want to review this document -

[http://www.itd.idaho.gov/info/home\\_articles/safety\\_workshop\\_docs/Idaho%20Strategic%20Highway%20Safety%20Plan%20Overview.pdf](http://www.itd.idaho.gov/info/home_articles/safety_workshop_docs/Idaho%20Strategic%20Highway%20Safety%20Plan%20Overview.pdf)

## **Distracted Driving**

The National Organizations for Youth Safety has offered some educational materials including a toolkit and documentary. They can be found at this website - <http://www.noys.org/>. I haven't reviewed it but it sounds like some great information to share with those you love.

## **Occupant Restraint Use in 2009- Results From the National Occupant Protection Use**

**Survey Controlled Intersection Study** November 2010, <http://www-nrd.nhtsa.dot.gov/Pubs/811414.pdf>

The National Occupant Protection Use Survey (NOPUS) is the only nationwide probability-based survey of seat belt use (for occupants 8 and older in both front and rear seats), motorcycle helmet use, child restraint use (for children less than 8 years old), and driver electronic device use in the United States. It is conducted annually by the National Center for Statistics and Analysis of the National Highway Traffic Safety Administration. NOPUS is comprised of two sub-surveys: the Moving Traffic (MT) survey and the Controlled Intersection (CI) survey.

In the CI survey, occupants of passenger vehicles with no commercial or government markings are observed from the roadside at intersections controlled by stop signs or stop lights. Only the stopped vehicles are observed to permit time to collect a variety of information required by the survey. NOPUS derives its estimates of rear seat belt use, child restraint use, driver electronic device use, and demographic characteristics of the vehicle occupants from the CI survey.

This report presents occupant restraint use results from the 2009 National Occupant Protection Use Survey Controlled Intersection Study. NHTSA will publish results on the driver electronic device use in a separate report.

The following are some of the major findings on occupant restraint use from the 2009 NOPUS Controlled Intersection Study:

1. Seat belt use continued to be lower among 16- to 24-year-olds than other age groups.
2. Seat belt use continued to be lower among males than females.
3. Seat belt use continued to be lower among black occupants than occupants of the other race groups. However, there was a significant increase in seat belt use among black occupants from 75 percent in 2008 to 79 percent in 2009.
4. Seat belt use continued to be lower among drivers driving alone than among drivers with passengers.
5. Seat belt use in rear seats in 2009 stood at 70 percent and continued to be lower than in front seats.

6. Seat belt use in rear seats in 2009 continued to be higher among the States with laws requiring seat belt use in all seating positions (78%) than among the States requiring seat belt use only in the front seat (64%).
7. The restraint use for all children from birth to 7 years old stood at 88 percent in 2009 as compared to 87 percent in 2008.
8. Over 94 percent of children under 8 rode in the rear seat of vehicles in 2009. More precisely, 99 percent of infants, 99 percent of children 1 to 3 years old, and 90 percent of children 4 to 7 years old rode in the rear seat.
9. Child restraint use in the Midwest increased significantly from 85 percent in 2008 to 90 percent in 2009.
10. Child restraint use continued to be higher in the West than in the other regions in 2009.
11. Restraint use for children driven by a belted driver continued to be higher than for those driven by an unbelted driver. In 2009, restraint use among children driven by an unbelted driver increased significantly to 66 percent from the prior year's rate of 54 percent.

## **A Pregnant Woman's Guide to Buckling Up**

Top 5 Questions Answered. <http://trafficsafetymarketing.gov/bua/brochures/pregnant/>

Many believe that they should not wear a seat belt when pregnant for fear it may injure the unborn child, the opposite is true. Below are the answers to the 5 most frequently asked seat belt questions from women who are pregnant.

### **1 "I'm pregnant. Should I wear a seat belt?"**

**Yes.** Doctors recommend it. In a crash, a seat belt is the best protection for both you *and* your unborn child.

### **2 "Should I adjust my seat?"**

**Yes.** You should move the front seat back as far as possible. If you're driving, make sure that you can still comfortably reach the pedals. But always keep at least 10 inches between the center of your chest and the steering wheel cover or dashboard. As your abdomen grows during pregnancy, adjust your seat to maintain this 10-inch minimum.

### **3 "What if my car or truck has air bags?"**

**You still need to buckle up.** Air bags are designed to work with seat belts, not replace them. Without a seat belt, you could be thrown into a rapidly opening frontal air bag, which could injure or even kill you and your unborn child. Also, if you're not buckled up, you could collide with other passengers or be ejected from the vehicle.

### **4 "Should I turn the air bag off if my vehicle has an ON-OFF air-bag-disabling switch?"**

**No.** Doctors recommend that pregnant women wear seat belts and leave air bags turned on. Seat belts and air bags work together to provide the best protection for you and your unborn child.

### **5 "What's the right way to wear my seat belt?"**

The shoulder belt should lie across your chest (between your breasts) and away from your neck. Secure the lap belt *below* your belly so that it fits snugly across your hips and pelvic bone. Never place the shoulder belt behind your back or under your arm.

## **Pedestrian Safety**

The FHWA Pedestrian Safety Program has four new brochures available to help in the promotion of pedestrian

safety. The brochures provide information on the proven countermeasures related to pedestrian safety (medians/pedestrian refuge areas and sidewalks/shoulders/walkways) that FHWA is encouraging in the Guidance Memorandum on Consideration and Implementation of Proven Safety Countermeasures  
<<http://safety.fhwa.dot.gov/policy/memo071008/>>

The documents are available for viewing and ordering in quantities of up to 75 from our website:

Safety Benefits of Raised Medians and Pedestrian Refuge Areas-Booklet  
<[http://safety.fhwa.dot.gov/ped\\_bike/tools\\_solve/medians\\_brochure/](http://safety.fhwa.dot.gov/ped_bike/tools_solve/medians_brochure/)>  
(FHWA-SA-10-020)

The Federal Highway Administration (FHWA) strongly encourages the use of raised medians (or refuge areas) in curbed sections of multi-lane roadways in urban and suburban areas, particularly in areas where there are mixtures of a significant number of pedestrians, high volumes of traffic (more than 12,000 vehicles per day) and intermediate or high travel speeds. This document expands on the FHWA guidance memo detailed here:

<http://safety.fhwa.dot.gov/policy/memo071008/>.

Hardcopies can be ordered here

<[http://safety.fhwa.dot.gov/ped\\_bike/ped\\_bike\\_order/#fhwas10020](http://safety.fhwa.dot.gov/ped_bike/ped_bike_order/#fhwas10020)> .

Safety Benefits of Raised Medians and Pedestrian Refuge Areas-Tri-Fold Brochure  
<[http://safety.fhwa.dot.gov/ped\\_bike/tools\\_solve/medians\\_trifold/](http://safety.fhwa.dot.gov/ped_bike/tools_solve/medians_trifold/)>  
(FHWA-SA-10-031)

The Federal Highway Administration (FHWA) strongly encourages the use of raised medians (or refuge areas) in curbed sections of multi-lane roadways in urban and suburban areas, particularly in areas where there are mixtures of a significant number of pedestrians, high volumes of traffic (more than 12,000 vehicles per day) and intermediate or high travel speeds. This document expands on the FHWA guidance memo detailed here:

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<[http://safety.fhwa.dot.gov/ped\\_bike/ped\\_bike\\_order/#fhwas10031](http://safety.fhwa.dot.gov/ped_bike/ped_bike_order/#fhwas10031)> .

Safety Benefits of Walkways, Sidewalks, and Paved Shoulders-Booklet  
<[http://safety.fhwa.dot.gov/ped\\_bike/tools\\_solve/walkways\\_brochure/](http://safety.fhwa.dot.gov/ped_bike/tools_solve/walkways_brochure/)>  
(FHWA-SA-10-022)

Annually, around 4,500 pedestrians are killed in traffic crashes with motor vehicles in the United States. Pedestrians killed while "walking along the roadway" account for almost 8 percent of these deaths. Many of these tragedies are preventable. Providing walkways separated from the travel lanes could help to prevent up to 88 percent of these "walking along roadway crashes. This document expands on the FHWA guidance memo detailed here:

<http://safety.fhwa.dot.gov/policy/memo071008/>.

Hardcopies can be ordered here

<[http://safety.fhwa.dot.gov/ped\\_bike/ped\\_bike\\_order/#fhwas10022](http://safety.fhwa.dot.gov/ped_bike/ped_bike_order/#fhwas10022)> .

Safety Benefits of Walkways, Sidewalks, and Paved Shoulders-Tri-Fold Brochure  
<[http://safety.fhwa.dot.gov/ped\\_bike/tools\\_solve/walkways\\_trifold/](http://safety.fhwa.dot.gov/ped_bike/tools_solve/walkways_trifold/)>  
(FHWA-SA-10-021)

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Hardcopies can be ordered here <[http://safety.fhwa.dot.gov/ped\\_bike/ped\\_bike\\_order/#fhwas10021](http://safety.fhwa.dot.gov/ped_bike/ped_bike_order/#fhwas10021)> .

In the coming months, FHWA will also be hosting several webinars promoting the use of these countermeasures and developing a best practices document. More information will be provided as it becomes available.